

Message Text

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15

ACTION CU-04

INFO OCT-01 ARA-10 ISO-00 USIA-15 /030 W
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R 201850Z JAN 76

FM AMEMBASSY GEORGETOWN

TO SECSTATE WASHDC 2283

UNCLAS GEORGETOWN 0129

E.O. 11652: N/A

TAGS: OEXC, GY (BARNDT, WALTER E. JR)

SUBJECT: PROSPECTIVE AMSPEC WALTER E. BARNDT JR.

REF: GEORGETOWN 1817

1. FOR CLARE CU/ARA. HAV HAD FURTHER DISCUSSION OF PROPOSED MARKETING SEMINAR WITH E.A. RICHARDS OF DIVISION OF MANAGEMENT STUDIES, UNIVERSITY OF GUYANA.
2. RICHARDS RECENTLY RETURNED FROM U.S. WHERE HE HAD DISCUSSIONS ABOUT SEMINAR WITH BARNDT AND HAGLER OF INTERNATIONAL MARKETING INSTITUTE, BOSTON. HE ALSO STATED THAT SEMINAR HAD BEEN DICUSSED DURING VISIT TO CU/ARA.
3. RICHARDS SAYS BARNDT IS PREPARED TO COME FOR SEMINAR WHICH WAS ADVERTISED IN LOCAL PRESS THIS PAST WEEKEND. SEMINAR SCHEDULED FEB 24- MARCH 12.
4. SEMINAR WILL BE LIMTED TO 100 PARTICIPANTS AND IS INTENDED FOR SENIOR AND MIDDLE MANAGEMENT MARKETING PERSONNEL. CORE OF PARTICIPANTS WILL BE SELECTED FROM ENTERPRISES ASSOCIATED WITH GOG SMALL INDUSTRIES CORPORATION.
5. BARNDT PARTICIPATION WILL BE SUPPLEMENTED BY LECTURERS FROM UNIVERSITY OF GUYANA AND EXPERIENCED GUYANESE MARKETING SPECIALISTS.
6. ADVISE ETA GEORGETOWN OF BARNDT.

KREBS

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